

ORDER



Orders
Order / Rev: 701887 - 2
Alt Order #: 06251352
Product Desc: AMERICAN CORSSROADS
Estimate: 691
Flight Dates: 09/18/12 - 09/27/12
Original Date / Rev: 07/24/12 / 08/02/12
Order Type: Political

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Crossroads Media/ POL
Buying Contact: Emily Milhoan
Billing Contact:
 88 Canal Center Plaza Suite 555
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: American Crossroads
Demographic: A35+
Product Codes: IS-Candidate/Presidential
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/27/12	52	\$72,100.00	\$61,285.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	52	\$72,100.00	\$61,285.00	0.00
Totals	52	\$72,100.00	\$61,285.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WTSP-TV	20%	\$72,100.00
Market	100%	\$360,500.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WFLA	22%	\$79,310.00
WFTS	21%	\$75,705.00
WMOR	0%	\$0.00
WTOG	0%	\$0.00
WTTA	0%	\$0.00
WTVT	30%	\$108,150.00
WVEA	0%	\$0.00
WWSB	7%	\$25,235.00
WXPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	09/18/12	09/21/12	5-530a	CM	5-530a	- TWTF - -	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
5-530a 10 News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- TWTF - -			1		\$400.00		0.00				
2	WTSP	09/24/12	09/27/12	5-530a	CM	5-530a	MTWT - - -	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
5-530a 10 News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	WTSP	09/24/12	09/27/12	5-530a 5-530a 10 News	CM	5-530a MTWT---	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWT---		2		\$400.00			0.00			
3	WTSP	09/18/12	09/21/12	530-6a 530-6a 10 News	CM	530-6a -TWTF--	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	-TWTF--		2		\$600.00			0.00			
4	WTSP	09/24/12	09/27/12	530-6a 530-6a 10 News	CM	530-6a MTWT---	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWT---		1		\$600.00			0.00			
5	WTSP	09/18/12	09/21/12	M-F 6-7a 6-7a 10 News	CM	6-7a -TWTF--	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	-TWTF--		1		\$700.00			0.00			
6	WTSP	09/24/12	09/27/12	M-F 6-7a 6-7a 10 News	CM	6-7a MTWT---	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWT---		2		\$700.00			0.00			
7	WTSP	09/18/12	09/21/12	CBS This Morning CBS This Morning	CM	7-9a -TWTF-- (7:00 AM-8:00 AM)	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	-TWTF--		2		\$800.00			0.00			
8	WTSP	09/24/12	09/27/12	CBS This Morning CBS This Morning	CM	7-9a MTWT---	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWT---		1		\$800.00			0.00			
9	WTSP	09/18/12	09/21/12	CBS This Morning CBS This Morning	CM	7-9a -TWTF-- (8:00 AM-9:00 AM)	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	-TWTF--		1		\$800.00			0.00			
10	WTSP	09/24/12	09/27/12	CBS This Morning CBS This Morning	CM	7-9a MTWT---	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWT---		2		\$800.00			0.00			
11	WTSP	09/18/12	09/21/12	M-F 9-930a 10 News, 9a 10 News, 9am	CM	9-9:30A -TWTF--	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	-TWTF--		3		\$400.00			0.00			
12	WTSP	09/24/12	09/27/12	M-F 9-930a 10 News, 9a 10 News, 9am	CM	9-9:30A MTWT---	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWT---		2		\$400.00			0.00			
13	WTSP	09/18/12	09/21/12	Price Is Right Price Is Right	CM	11a-12p -TWTF--	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	-TWTF--		1		\$1,800.00			0.00			
14	WTSP	09/24/12	09/27/12	Price Is Right Price Is Right	CM	11a-12p MTWT---	:30	2	\$1,800.00	P-2	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWT---		2		\$1,800.00			0.00			
15	WTSP	09/18/12	09/21/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p -TWTF--	:30	2	\$1,800.00	P-2	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	-TWTF--		2		\$1,800.00			0.00			
16	WTSP	09/24/12	09/27/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p MTWT---	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			

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WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
16	WTSP	09/24/12	09/27/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	MTWT---	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWT---					1	\$1,800.00		0.00			
17	WTSP	09/18/12	09/21/12	Y&R Young and the Restless	CM	1230-130p	-TWTF--	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-TWTF--					1	\$2,200.00		0.00			
18	WTSP	09/24/12	09/27/12	Y&R Young and the Restless	CM	1230-130p	MTWT---	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWT---					1	\$2,200.00		0.00			
19	WTSP	09/18/12	09/21/12	M-F 2-3p The Talk	CM	2-3p	-TWTF--	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-TWTF--					2	\$1,200.00		0.00			
20	WTSP	09/24/12	09/27/12	M-F 2-3p The Talk	CM	2-3p	MTWT---	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWT---					1	\$1,200.00		0.00			
21	WTSP	09/18/12	09/21/12	M-F 5-530p 5-530p 10 News	CM	5-530p	-TWTF--	:30	2	\$1,100.00	P-2	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-TWTF--					2	\$1,100.00		0.00			
22	WTSP	09/24/12	09/27/12	M-F 5-530p 5-530p 10 News	CM	5-530p	MTWT---	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWT---					1	\$1,100.00		0.00			
23	WTSP	09/18/12	09/21/12	M-F 530-6p 10 News at 530p	CM	530-6p	-TWTF--	:30	2	\$1,100.00	P-2	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-TWTF--					2	\$1,100.00		0.00			
24	WTSP	09/24/12	09/27/12	M-F 530-6p 10 News at 530p	CM	530-6p	MTWT---	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWT---					1	\$1,100.00		0.00			
25	WTSP	09/18/12	09/21/12	M-F 6-630p 6-630p 10 News	CM	6-630p	-TWTF--	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-TWTF--					2	\$2,000.00		0.00			
26	WTSP	09/24/12	09/27/12	M-F 6-630p 6-630p 10 News	CM	6-630p	MTWT---	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWT---					1	\$2,000.00		0.00			
27	WTSP	09/19/12	09/19/12	CBS Evening News CBS Evening News	CM	630-7p	--W----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--W----					1	\$2,000.00		0.00			
28	WTSP	09/24/12	09/24/12	CBS Evening News CBS Evening News	CM	630-7p	M-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----					1	\$2,000.00		0.00			
29	WTSP	09/18/12	09/21/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	-TWTF--	:30	2	\$4,000.00	P-2	0.00	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-TWTF--					2	\$4,000.00		0.00			
30	WTSP	09/24/12	09/27/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	MTWT---	:30	2	\$4,000.00	P-2	0.00	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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30	WTSP	09/24/12	09/27/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	MTWT---	:30	2	\$4,000.00	P-2	0.00	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	MTWT---		2				\$4,000.00		0.00			
31	WTSP	09/18/12	09/21/12	Letterman Late Night with David Letterman	CM	1135p-1237a	-TWTF--	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-TWTF--		1				\$1,400.00		0.00			
32	WTSP	09/24/12	09/27/12	Letterman Late Night with David Letterman	CM	1135p-1237a	MTWT---	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	MTWT---		2				\$1,400.00		0.00			
33	WTSP	09/22/12	09/22/12	Sat 8-10a CBS This Morning Saturday	CM	Sat 8-10a	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----S-		1				\$600.00		0.00			
34	WTSP	09/22/12	09/22/12	Sat 7-730p Sat 7-730p 10 News	CM	Sa 7-730p	-----S-	:30	1	\$800.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----S-		1				\$800.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WTSP	09/17/12-09/23/12	Sat 7-730p		Sa 7-730p	-----Sa-	:30		(\$800.00)		0.00	NM		
	Credited [MOVE TO LINE 11 2X 9A]														
35	WTSP	09/23/12	09/23/12	CBS Sunday Morning CBS Sunday Morning	CM	Sun 9-1030a	-----S	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----S		1				\$2,000.00		0.00			
36	WTSP	09/26/12	09/26/12	CBS Evening News CBS Evening News	CM	630-7p	--W----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	--W----		1				\$2,000.00		0.00			
Totals														52	\$72,100.00